

Guidelines for Use of
Eat Smart. Play Hard.™
Campaign
Products



Eat Smart. Play Hard.™

United States Department of Agriculture • Food and Nutrition Service

In accordance with Federal law, no person in the United States shall, on the grounds of race, color, national origin, sex, age, disability, religion, or political beliefs be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 1400 Independence Avenue, SW, Washington, D.C., 20250-9410, or call (202) 720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.

Purpose

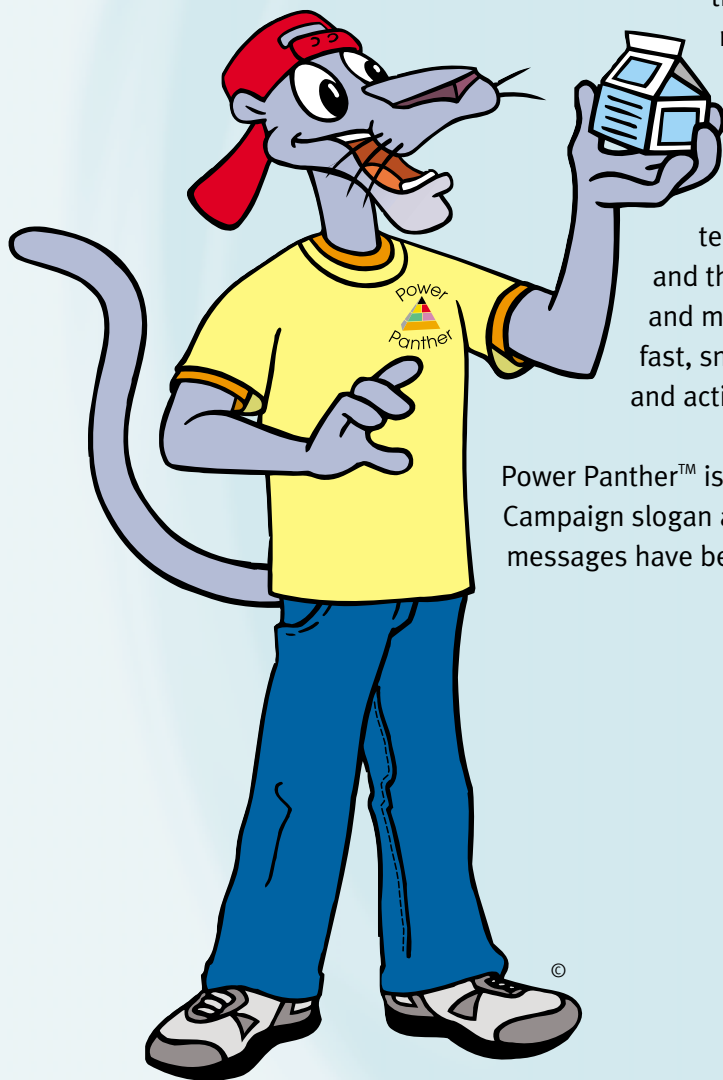
These guidelines outline who may use the products and trademarked and copyrighted materials of the **EAT SMART. PLAY HARD.™** Campaign. FNS may periodically update these guidelines and expand allowable uses in the future.

Background

EAT SMART. PLAY HARD.™ is the United States Department of Agriculture (USDA), Food and Nutrition Service's (FNS) Campaign to promote healthy eating and encourage physical activity in children and families. The primary target audience for the Campaign is children ages 8 to 12 eligible to participate in FNS nutrition assistance programs, their parents, and other caregivers. However, many of the messages are appropriate for other segments of the FNS target populations.

This national, long-term effort encourages people to adopt behaviors that are consistent with the *Dietary Guidelines for Americans* and the *Food Guide Pyramid*. Campaign products and messages focus on four major themes: breakfast, snacking, physical activity, and balancing eating and activity.

Power Panther™ is the messenger of this Campaign. The Campaign slogan and the Power Panther™ spokescharacter and messages have been consumer-tested with the target audience.



General Guidelines for All Users

- 1.** Any organization or group may use the following printed Campaign materials to support educational programs aimed at the FNS target populations.
 - Posters
 - Brochures
 - Activity Sheets
 - Bookmarks
 - Tip Sheets
 - Power Panther™ Biography
 - Campaign Overview
 - Appearance and Booking Criteria for Power Panther™ Costume
 - Guidelines for Use of Power Panther™
 - Book Covers
- 2.** Any public or private group including State and local FNS program operators, FNS program affiliated organizations, partners, other federal agencies, and industry groups may reproduce the above printed materials **without modifications or additions** for distribution to the public.
- 3.** These products **may not be used** in any way to imply endorsement of any product, service, organization, or company.
- 4.** **No promotional activity may be undertaken** that could give the appearance of an endorsement by FNS of a specific product, service, or company.

FNS will make a limited number of these products available at no cost to State and local agencies, non-profit organizations, and other groups that operate FNS nutrition assistance programs. Additional copies of these materials may be available for a nominal cost through the National Food Service Management Institute.

Guidelines for Federal, State, and Local FNS Program Operators, Affiliated Organizations, and Partners



USDA/FNS owns the trademark and copyright to the:

- **EAT SMART. PLAY HARD.™** slogan
- Power Panther™ name
- Power Panther™ images

This document provides guidance on use and reproduction of both copyrighted and trademarked products. **FNS allows and encourages reproduction and use of the Power Panther™ images (artwork), slogan, messages, and materials without modifications by program operators and FNS Program affiliated organizations for educational and outreach (for FNS Programs) purposes only.**

The agencies and organizations listed in Figure 1 may incorporate the Power Panther™ name, slogan, and images into their educational materials including newsletters, nutrition brochures, and web sites (must include a link to the FNS Campaign web site). **All other groups and organizations must write for permission.**

Figure 1

Program Operators and FNS Program Affiliated Organizations

State and local agencies and non-profit organizations and other groups that operate FNS nutrition assistance programs.

National WIC Association

National Association of Food Distribution
Programs on Indian Reservations

National Child Care Association

National Food Service Management Institute

The Child & Adult Care Food Program (CACFP)

Sponsors' Association

National Network for Child Care

National Association for the Education of Young
Children

Save the Children

The National Sponsors Forum

National Association of Family Child Care

National Association of CACFP Professionals

Food Research and Action Center (FRAC)

EAT SMART. PLAY HARD.™ Campaign Partners

American Dietetic Association

American School Food Service Association

International Food Information Council

President's Council on Physical Fitness and
Sports

Society for Nutrition Education

YWCA of U.S.A.

The slogan and images may only be used on products and materials that support the recommendations of the *Dietary Guidelines for Americans* (DGAs) and the *Food Guide Pyramid* (FGP). They may also be used to help consumers develop the skills needed to adapt dietary and other practices that are consistent with the DGAs and the FGP.

The Campaign slogan and the Power Panther™ spokescharacter may be used on educational, program outreach, and promotional materials (including brochures, banners, posters, newsletters, etc.) used to educate and increase awareness about healthy eating, physical activity, and FNS nutrition assistance programs. Use of these materials for product promotion and advertising including use on food product labels is prohibited.

There is no cost to use the Power Panther™ artwork (images). USDA/FNS encourages use as outlined in this document. The Nutrition Services Staff of USDA/FNS must approve all other uses in writing. See Contact Information section for mailing address.

Specifications for **EAT SMART. PLAY HARD.™** Slogan

To maintain a consistent look, FNS recommends using the following specifications for the slogan

- **Case:** UPPERCASE
- **Font:** Arial Black, regular style
- **Font Effect:** Shadow
- **Font Color:** Red

When the slogan is used on educational materials where the use of the color red is inappropriate (e.g., difficult to read), the color black is recommended as the alternate font color.



Specifications for Power Panther™ Images

The Power Panther™ images must:

- include the slogan **EAT SMART. PLAY HARD.™**
- display the trademark (™) symbol and clearly identify FNS as the source using the tagline: Food and Nutrition Service, USDA or A public service of (your organization/agency name) and Food and Nutrition Service, USDA.
- only be used as illustrated in the Camera Ready Slicks in either the designated colors or in black and white. The images may be downloaded from the **EAT SMART. PLAY HARD.™** web site at www.fns.usda.gov.

Additionally,

- The artwork of Power Panther™ images must not be modified, added to, altered, or pieced apart in any way.
- There are no size restrictions for Power Panther™ images.
- Users of Power Panther™ images **may not produce** Power Panther™ costumes, dolls, or reproductions of the Power Panther™ for educational purposes or commercial sale.
- The Power Panther™ costume may be borrowed from the designated geographic FNS Regional office. See Contact Information or the **EAT SMART. PLAY HARD.™** web site at www.fns.usda.gov for further information.

Sharing Information Regarding Activities and Use of Products

All users are encouraged to share with FNS information about how the Campaign materials were used. A brief summary, photos, news clippings, and testimonials are welcomed. Success stories may be posted on our FNS web site, shared in future materials, or included in FNS reports. Send all information to the Nutrition Services Staff at the following address.

FNS Contact Information for Special Use Permission

Nutrition Services Staff (NSS)
USDA, FNS, OANE
3101 Park Center Drive, Room 1014
Alexandria, VA 22302-1500
Phone: (703) 305-2585
Fax: (703) 305-2576

**Contact
Information for
Power Panther™
Costume
Headquarters and
Regional Offices**

Northeast Regional Office

10 Causeway Street
Boston, MA. 02222-1068
Phone: (617) 565-6418
Fax: (617) 565-6473
**States: CT, ME, MA, NH, NY, RI,
VT**

Midwest Regional Office

77 West Jackson Boulevard, 20th
Floor
Chicago, Illinois 60602-3507
Phone: (312) 886-3686
Fax: (312) 353-4108
States: IL, IN, MI, MN, OH, WI

Mid-Atlantic Regional Office

300 Corporate Boulevard
Robbinsville, NJ 08691-1598
Phone: (609) 259-5091
Fax: (609) 259-5147
**States: DE, DC, MD, NJ, PA, PR,
VA, VI, WV**

**Mountain Plains Regional
Office**

1244 Speer Boulevard, Suite 903
Denver, Colorado 80202
Phone: (303) 844-0312
Fax: (303) 844-6203
**States: CO, IA, KS, MO, MT, NE,
ND, SD, UT, WY**

Southeast Regional Office

61 Forsyth Street, Southwest
Room 8T36
Atlanta, GA
Phone: (404) 562-1812
Fax: (404) 527-4502
**States: AL, FL, GA, KY, MS, NC,
SC, TN**

Western Regional Office

550 Kearney Street
Room 400
San Francisco, CA 94108
Phone: (415) 705-1350
Fax: (415) 705-1364
**States: AK, AS, AZ, CA, GU, HI,
ID, NV, OR, WA**

Southwest Regional Office

1100 Commerce Street
Room 5-C-30
Dallas, TX 75242
Phone: (214) 290-9814
Fax: (214) 767-5522
States: AR, LA, NM, OK, TX

Headquarters, USDA/FNS

Office of Communications and
Governmental Affairs
3101 Park Center Drive, Room 926
Alexandria, VA 22310
Phone: (703) 305-2281
Fax: (703) 605-0220